RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 12, 1997

RJR Account #647510
Ms. C. Hulett
TRADING PORT

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Cathi:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **23** SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
1	*Winston Filter Box*	12300-24876
2	*Winston Light Box*	12300-22772

PO #120897

Product / Premium Arrival:	**December 8, 1997**
Ship Date to Retail:	**Week of: January 5, 1998**

Displays (Item #536285)

SKU CUBE:	**0.8260**
SKU WT (w/o Product):	**1.5000 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$821.34**

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Source: https://www.industrydocuments.ucsf.edu/docs/qzfn0000

.70¢ 2-Pack Tear Tape
TRADING PORT

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box*.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$42.00 (1.5 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,
Judy
J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162303
L. E. MacWilliams

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/qzfn0000

WHOLESALER : 647510 TRADING PORT, INC. <DIRECT>
TEMPLATE : 800008 80100 WIN JAN .70/2 NO
TEMPLATE SEQ : 0022
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162237	535904	HAWLEY MARKET	824 HAWLEY AVE	SYRACUSE	NY	13203	1			9432	(115)476-0735
162303	162322	425467	J&P QUIK STOP LTD.	1288 MAIN ST	ROTTERDAM JUNC	NY	12150	1				(518)887-5100
162303		677836	XTRA MARKET	315 CRAIG ST	SCHENECTADY	NY	12307	1				
162304	162321	020910	COLONIAL DELI MART	280 MIDDLETOWN RD	WATERFORD	NY	12188	1				(518)233-1310
162304	162321	437417	EASY MART	ROUTE 67	JOHNSONVILLE	NY	12094	1				(518)753-6529
162305	162326	682879	J&B'S DELI	2510 ROUTE 9W	RAVENA	NY	12143	1				(517)756-2346
162305	162326	767623	SUNNY'S DELI	334 DELAWARE AVE	ALBANY	NY	12209	1				(518)463-5306
162305		175390	TRADING PORT MARKET	309 CENTRAL AVE	ALBANY	NY	12206	1				(518)465-3574
162305	162233	178332	KIRKS	MAIN STREET	PHOENICIA	NY	12464	1				(914)688-9932
162305		717427	COZZY CORNER	25 ONTARIO ST	ALBANY	NY	12206	1				(518)426-0371
162305		733015	TRADING PORT MARKET	22 QUAIL ST	ALBANY	NY	12206	1				(518)465-4571
162306		667198	FOOD CIRCUS MKT	75 FERRY ST	TROY	NY	12180	1				(518)271-8714
162306	162325	176084	WALT'S GROCERY R	47 WASHINGTON ST	RENSSELAER	NY	12144	1				(518)462-3814
162306	162325	357600	WALT'S GROCERY T	77-81 CONGRESS ST	TROY	NY	12180	1			9731	(518)273-8951
162306	162325	514679	WALT'S GROCERY H	109 HAMPTON AVE	RENSSELAER	NY	12144	1				(518)462-9100
162306	162326	700515	AVERILL PARK MARKET	1636 BURDEN LAKE	AVERILL PARK	NY	12018	1			9083	(518)674-3821

PAGE BREAK TOTAL ACCOUNTS 16 TOTAL QUANTITY 16

TEMPLATE TOTAL ACCOUNTS 16 TOTAL QUANTITY 16

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WHOLESALER PACKING INSTRUCTIONS

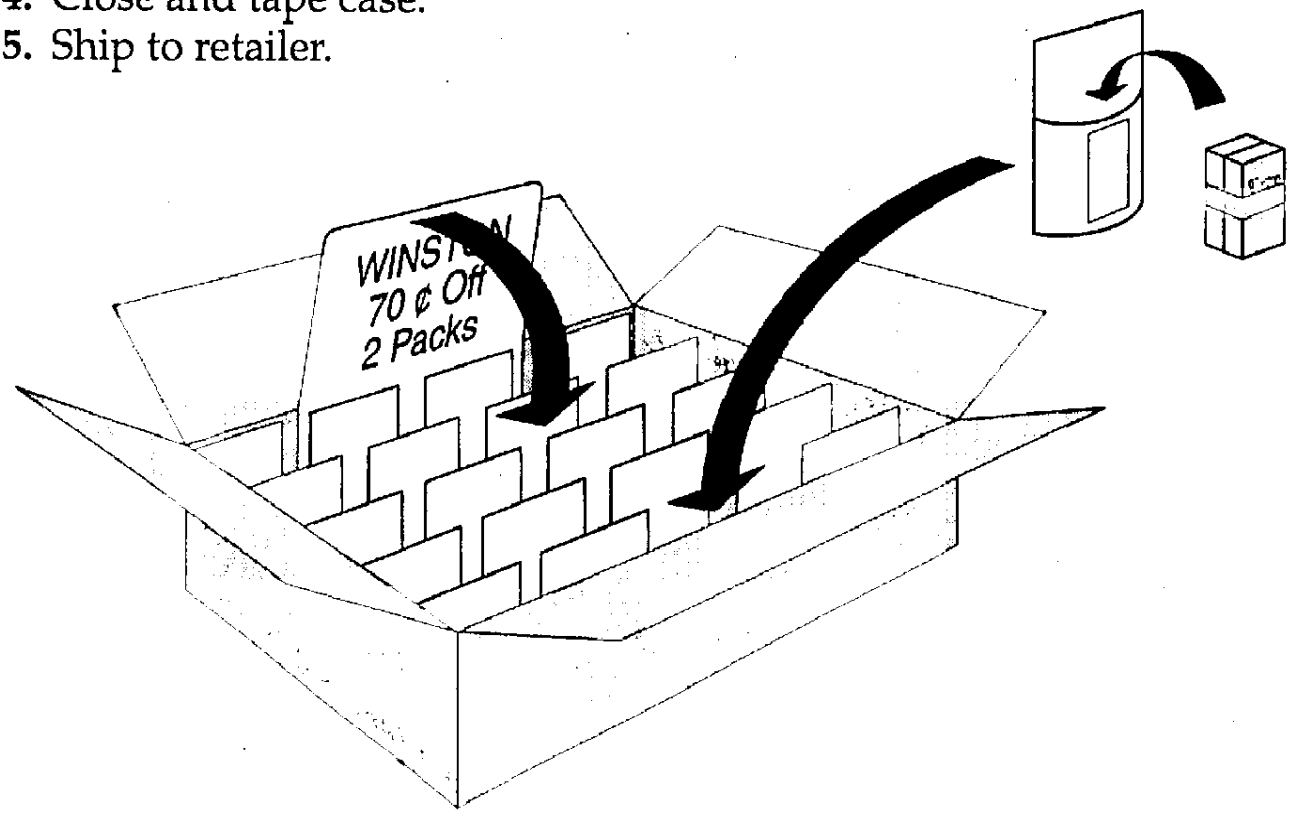
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

January WINSTON .70/2 PK

(70 cents off 2 packs)

STEPS

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 536285
Description: WINSTON .70/2 PK / POS Kit

Brand Style	FF Box	LT Box				
Number of Cartons	2	2				

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